GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3261
ANSWERED ON:05.08.2016
Radio Listeners
Chandel Kunwar Pushpendra Singh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to formulate any scheme for increasing number of radio programmes as well as number of radio listeners;

(b) if so, the details thereof; and

(c) the steps taken by the Government to increase revenue of All India Radio and to compete with private radio broadcasting companies?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)
(a) to (c): Prasar Bharati has informed that All India Radio has been striving hard to increase the number of programmes as well as to increase the radio listenership by launching new Radio programmes as also new Radio Stations to enhance its coverage area.
Steps have already been taken for up-scaling the transmission and content based on existing technology by ramping the infrastructure, create fresh content and relay wherever required. Efforts are on to add FM Radio to the AIR network with every medium wave channel provided with an alternative FM platform for simulcast of programmes. AIR has also of late, started its mobile apps and internet live streaming and is also increasingly marking its presence on different social media platforms. A major decision has been taken by starting seamless transmission at all Local Radio Stations and Vividh Bharati Service broadcasting on FM mode from 05:55 hrs to 23:10 hrs. All AIR Rainbow and AIR Gold channels in four metros and AIR Gold in Ludhiana are broadcasting for 24 hours. AIR has recently launched 24 hours "Ragam channel" dedicated to classical music thereby preserving and promoting India's rich musical heritage.
Various steps taken by All India Radio to increase its revenue and to compete with private broadcasting companies include :-

â€¢ Optimization of transmission hours.
â€¢ Creation of a mechanism to contain transmission break-downs.
â€¢ Relay of Vividh Bharati Service from 10 am to 5 pm on the local radio station network to increase saleable airtime.
â€¢ Switching over of Vividh Bharati Services from medium wave to FM Mode for attracting advertisers through a clear mode of transmission.
â€¢ Increased Broadcast of interactive programmes to increase direct participation of the listeners through phone-in programmes
â€¢ Launched on-line booking facility through virtual registered advertising agency.
â€¢ Availability of All India Radio platforms like mobile app and live streaming on websites for the listener on the move..
****